

NEWS RELEASE
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Rita's Italian Ice - Newest Sweet Addition to Suffolk

SUFFOLK, Virginia (August 6, 2012) Rita's Italian Ice will be opening its doors at 882 Main Street, in the Suffolk Plaza Shopping Center, on Tuesday, August 7, 2012. To celebrate their opening, they will hold a Ribbon Cutting and Grand Opening ceremony at 11:30 a.m. Mayor Linda T. Johnson will be on hand for the event which is free and open to the public.

Rita's Italian Ice is the largest Italian Ice franchise, with 625 locations in 19 states. They have a few locations internationally as well. The tasty frozen treats on the menu include its famous Italian Ice with dozens of flavor options, along with Old Fashioned Frozen Custard and Blendini® blends. For summer 2012 they rolled out the SOUR PATCH KIDS Red Italian Ice as a limited edition flavor. Cantaloupe Ice and Honeydew Ice are other seasonal flavors available.

"We have been thinking for a long time about bringing Rita's to Suffolk," said owner Kelly Holschuh. "We are looking forward to growing with you."

"I am excited to see Rita's Italian Ice opening in Suffolk," said Mayor Johnson. "They will be a great compliment to the Suffolk Plaza Shopping Center and will surely attract a lot of foot traffic from shoppers and those looking for a cool treat." For store hours and further information visit www.ritasice.com



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